

# Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



HOMEMAkers' CHAT

RELEASE ON RECEIPT  
(Do not release after  
October 5, 1940)

(FOR BROADCAST USE ONLY)

SUBJECT: "FORTNIGHTLY FOOD-SHOPPING TIPS." Information from the Bureau of Agricultural Economics, U.S.D.A. and the Consumers' Counsel. Division, Agriculture Adjustment Administration.

--ooOoo--

Once again here's news for the lady who plans the meals and does the family's marketing. Once again here are tips on seasonal foods in the market-- tips about prices and supplies of these foods.

The first news is about the price of meat. You remember meat prices took a jump during the latter part of August and also in early September. Well, you'll be glad to hear that these higher prices appear to be only temporary rather than permanent. During the past two weeks or so prices of lamb and hogs have gone down, even the price of cattle has gone down slightly. Nevertheless, livestock prices still are higher than they were last year at this time. These higher prices don't mean that meat is scarce. On the contrary, supplies of meat are large. The prices have gone up apparently just because people have more money to spend on meat.

The difference between the prices of medium-grade beef and top-grade beef has grown wider as prices have fluctuated recently. When cattle prices went up in August, prices of better-grade beef went up the most. But when prices moved down again, average-grade beef dropped the most. In the early part of August, the price of 100 pounds of choice cattle at Chicago was 2 dollars and 37 cents higher than the price of the same amount of medium cattle. By mid-September the difference had jumped to 3 dollars and 50 cents, which is twice what it was a year ago.

The meat outlook hasn't changed in recent weeks. Markets will be having more lamb than last year and about the same amount of beef and pork. Right now more beef,



pork and lamb will be coming on the market.

So much for the news about meat. Now here's news of vegetables coming on the market.

The news is: More vegetables the early part of this month than a year ago. More snap beans, beets, cabbage, cauliflower, carrots and celery. But fewer onions, tomatoes and peas.. Some of the onions and cabbage now coming in from the fields will go into storage for marketing during the winter. Probably all during the winter the markets will have about as much of these two vegetables as they have now.

As for potatoes, both white potatoes and sweetpotatoes, we're going to have more than was expected because the weather has been so favorable. From the outlook at present, it appears that we'll have about 3% more white potatoes but fewer sweetpotatoes than a year ago--as much as 8% fewer sweetpotatoes. More potatoes usually come on the market this month and continue to come through November. But October is usually the high point in potato marketing.

Now from vegetable news let's turn to fruit news. Let's begin with news of those bright red fall berries that always suggest holidays.

Last year the cranberry crop was the third largest on record. But this fall cranberries won't be so plentiful. Massachusetts has had unfavorable weather for cranberry growing, and Massachusetts is the State that ordinarily furnishes about two-thirds of the whole cranberry crop. So the 1940 crop will be about 20 percent less than the 1939 crop, and slightly below average. Cranberry marketings generally increase seasonally from September to November. November is the big month for cranberries, and the season ends in December.

So much for cranberry news. Now for news of other fruits. The outlook still is for fewer apples and peaches than last year, but more pears and about the same amount of grapes. October is the peak month for apples and grapes on the market, so



prices should be very reasonable. September was the peak month for pears, so you may not see so many pears for sale this month.

As for melons, their season is about over. September is usually the last month of heavy marketings of cantaloups, watermelons and honeyball melons. But you can still buy casabas, persian melons, and honeydews in October. And this October the markets will have about as many of these melons as they had a year ago.

There's the news of meat, vegetables and fruits. Now perhaps you would like to know which foods are on the latest official list of surplus foods. These surplus foods should be reasonable in price at your market. If you keep an eye on the list, it may guide you to food bargains. Here's the latest list which came out on September 15. It includes: dried prunes, raisins, dried beans, apples, pears, oranges, butter, eggs, pork products including lard, corn meal, hominy grits, rice, wheat flour, and whole wheat or graham flour.

And that's all the tips on food-shopping for today. We'll have more in a couple of weeks.

